

094227-09100

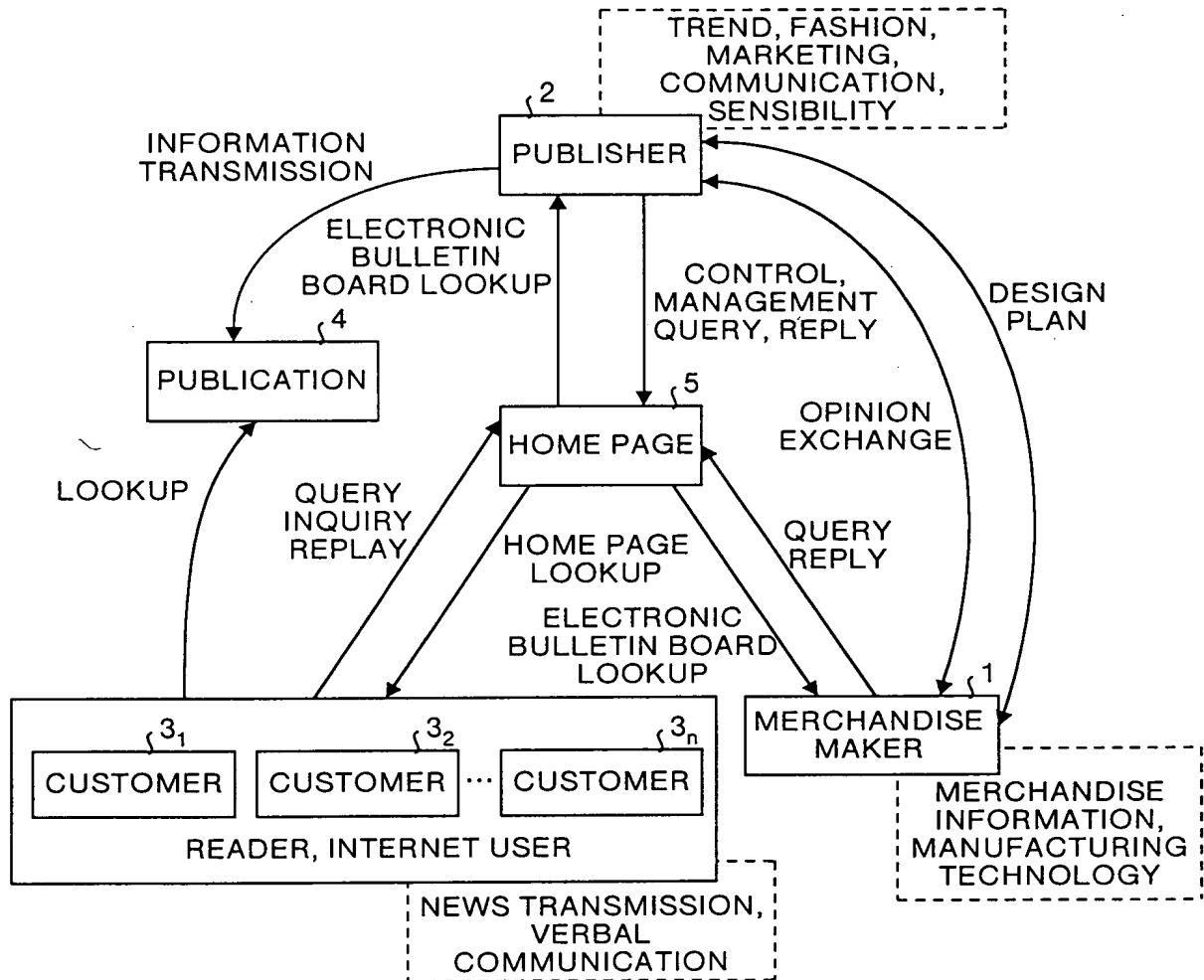


FIG.2

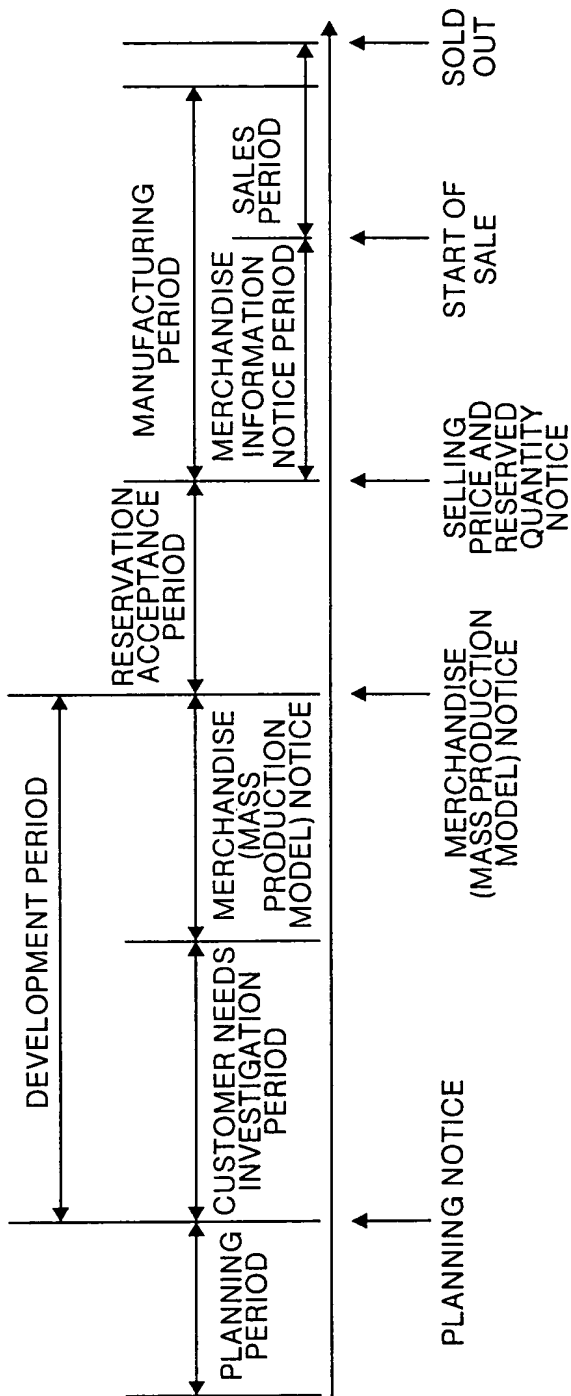


FIG.3

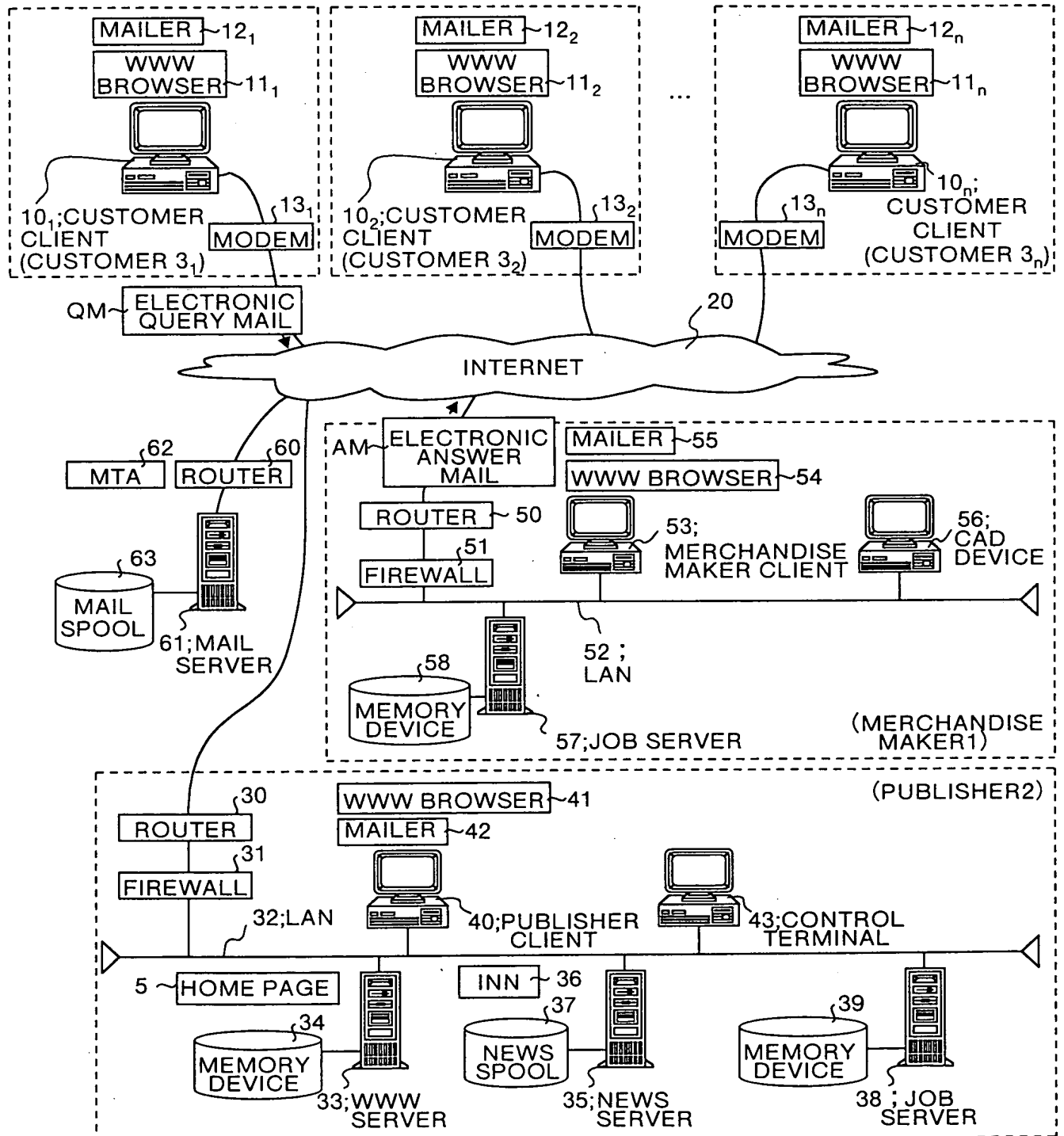
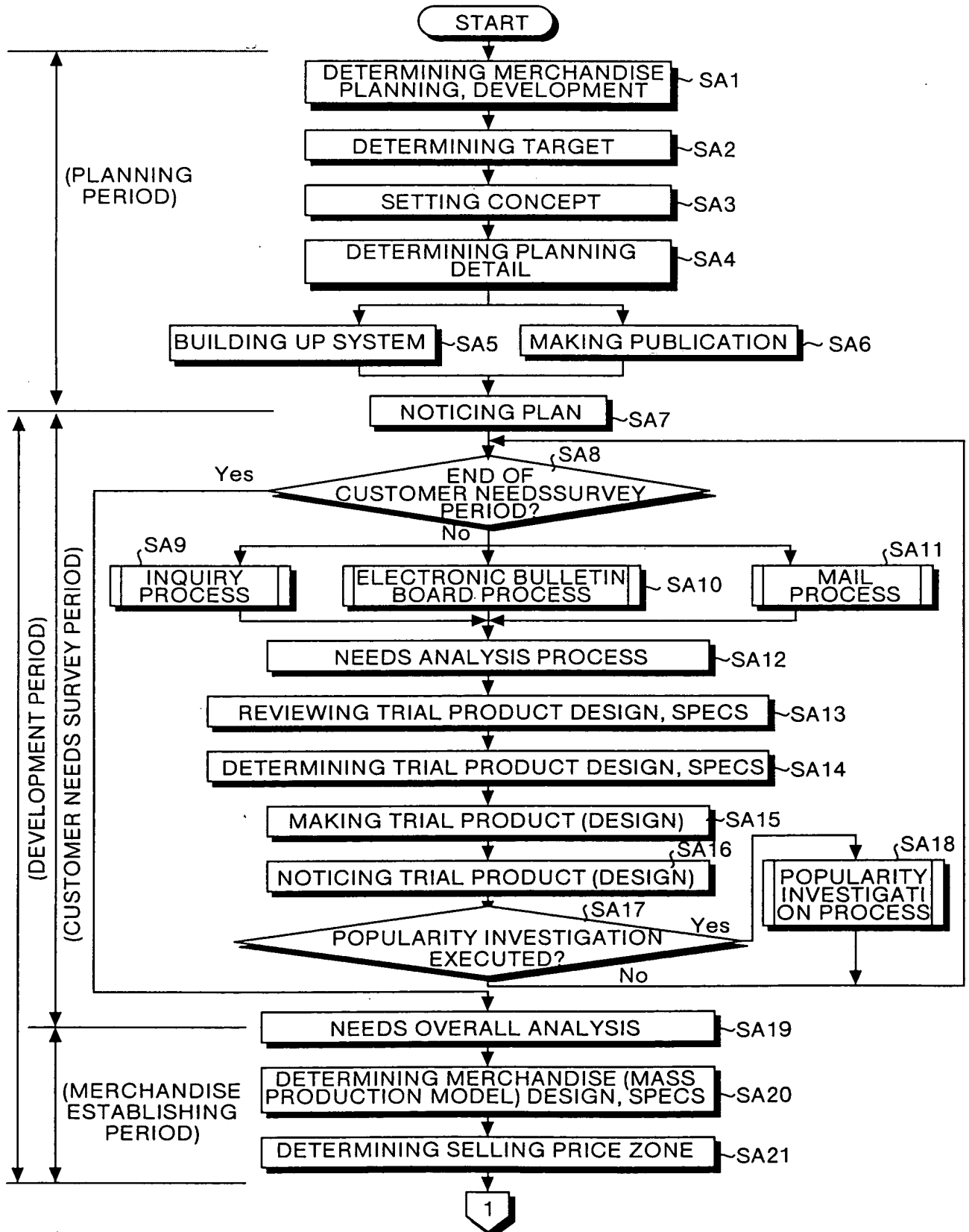
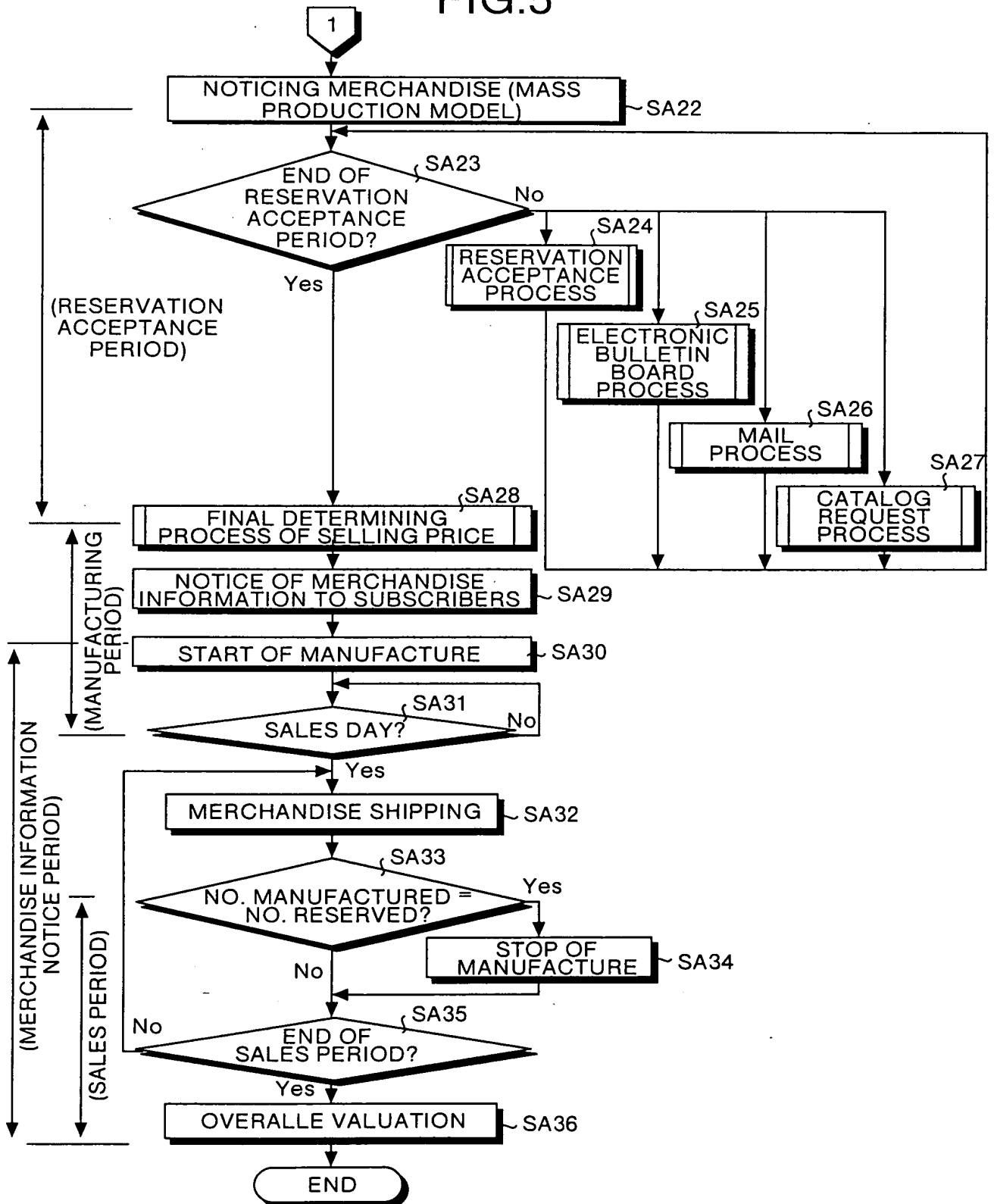


FIG.4



001280" 2224960

FIG.5



001280" 2224960



FIG.7

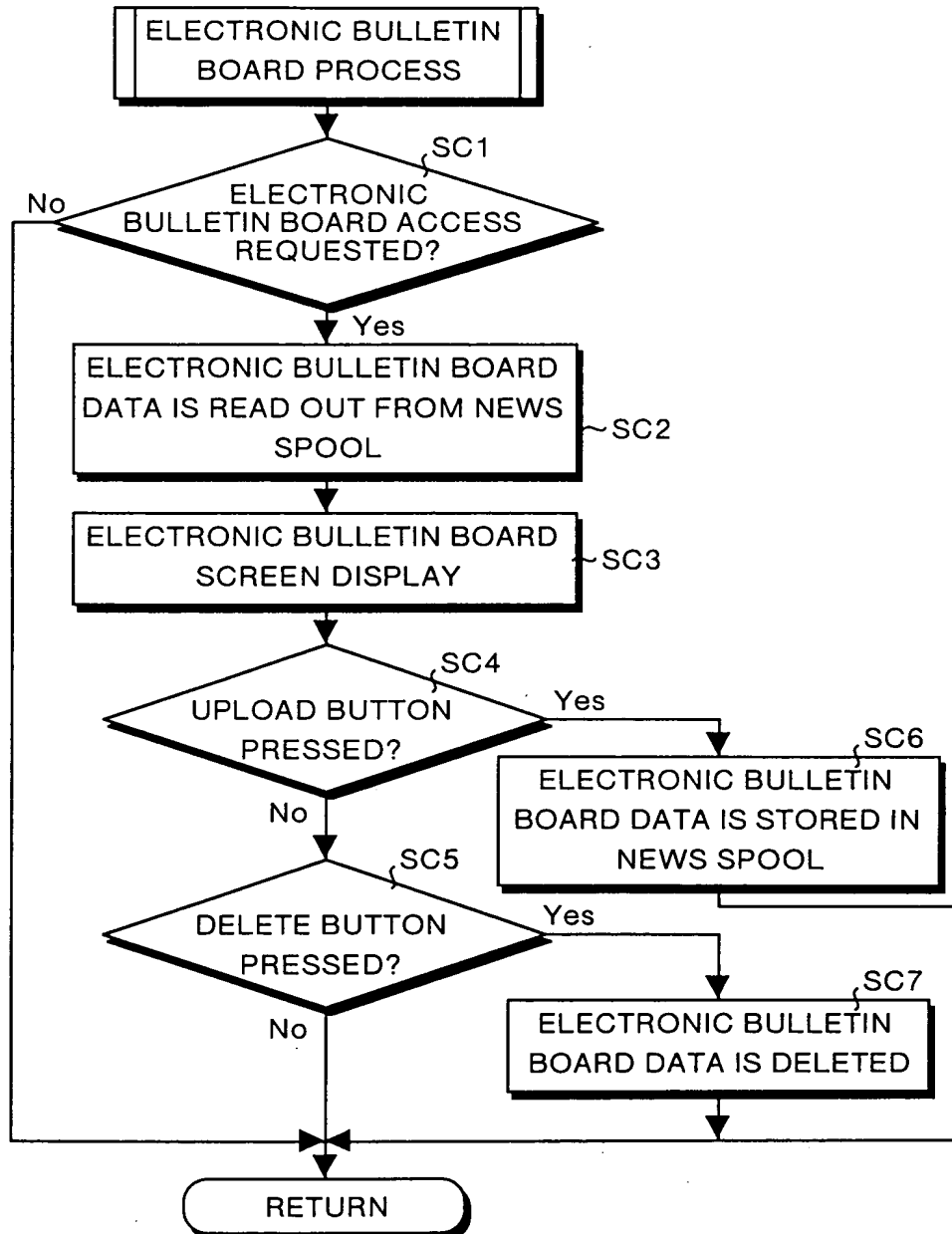
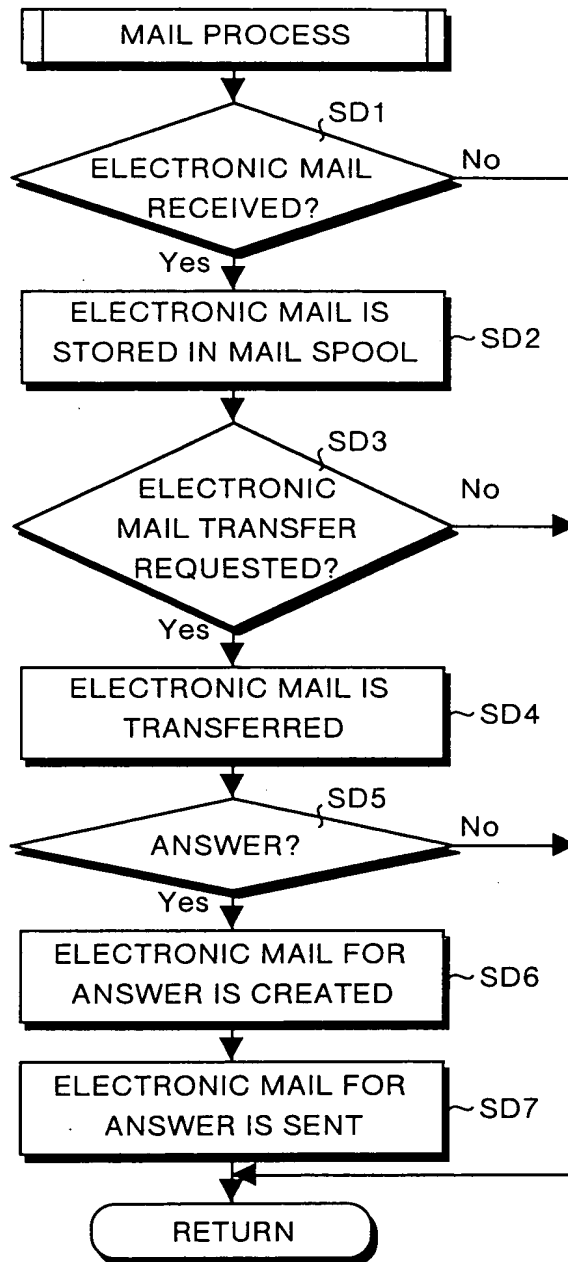


FIG.8



001280" 2224960



FIG.9

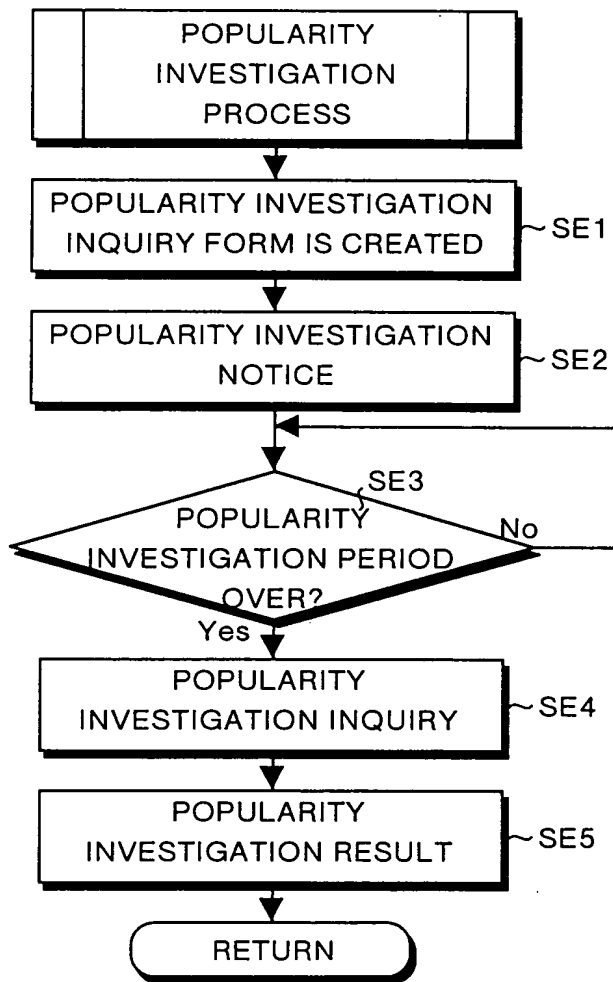




FIG.11

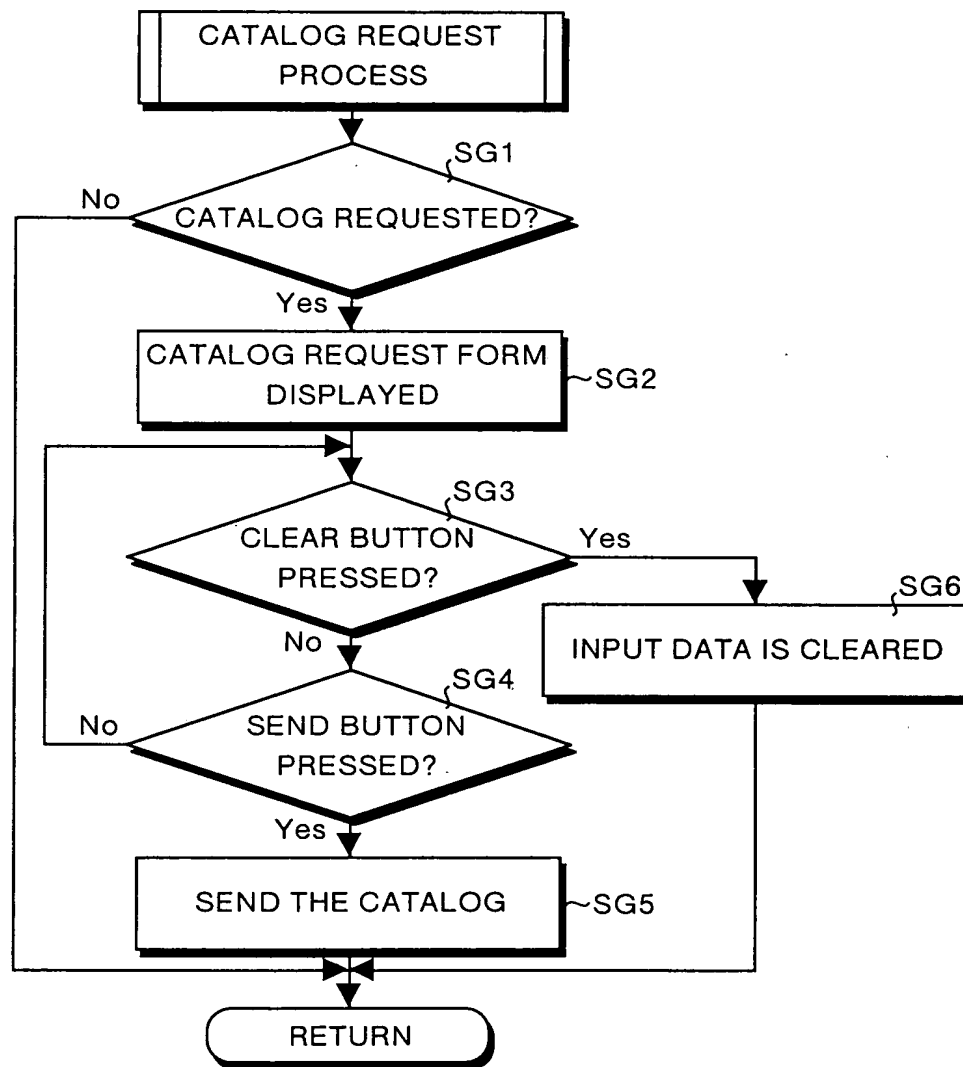


FIG.12

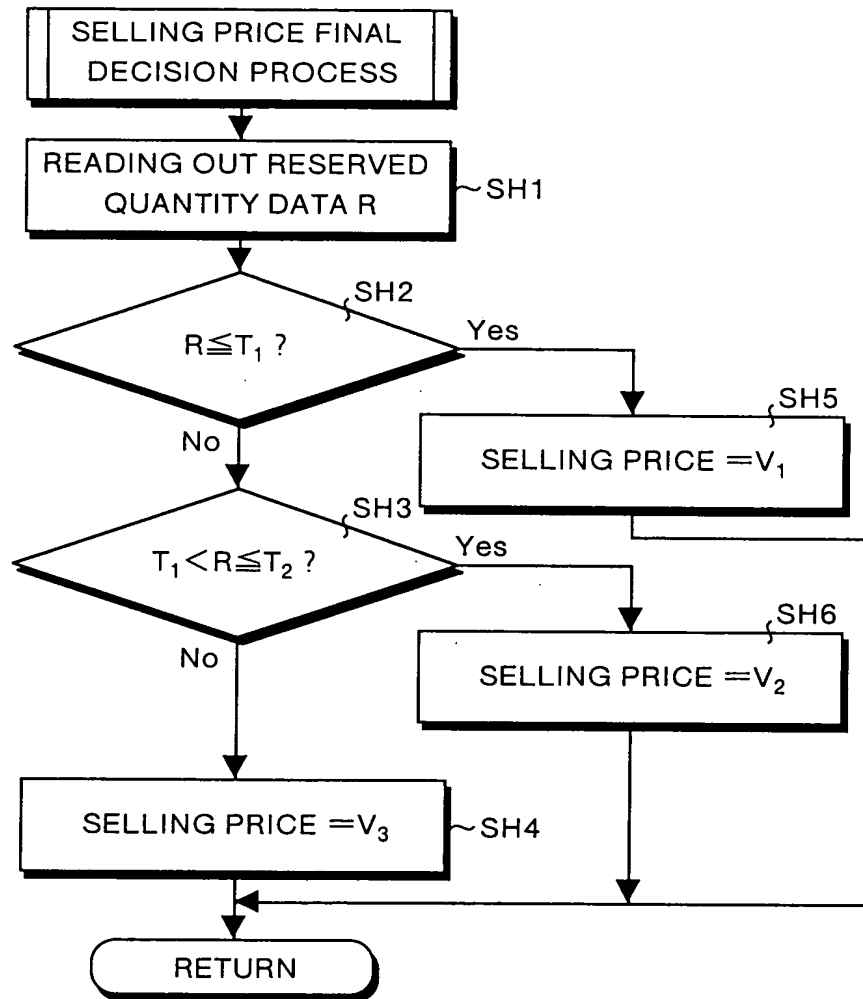


FIG.13A

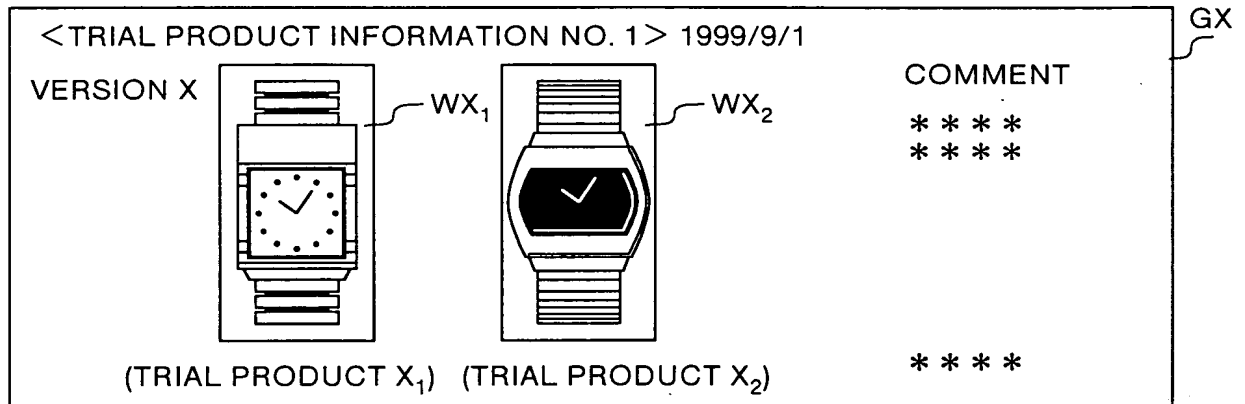


FIG.13B

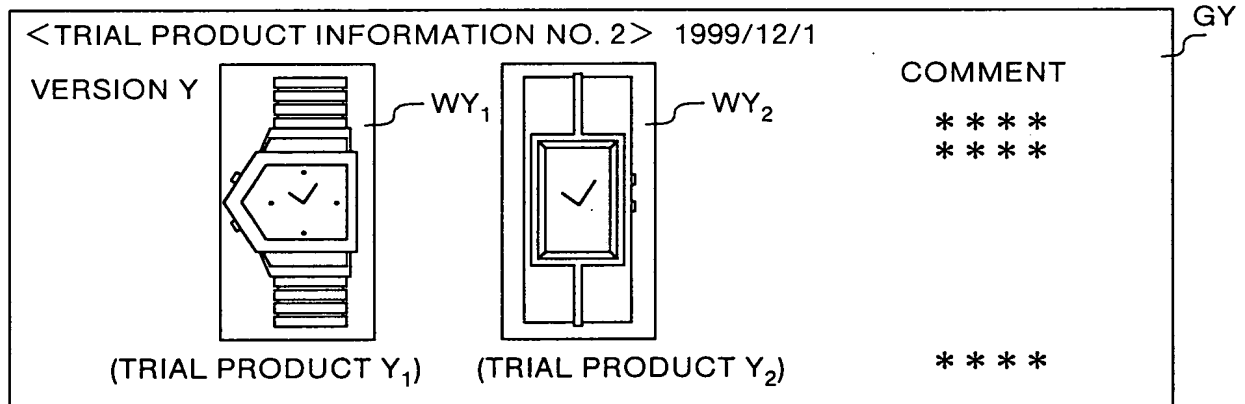


FIG.13C

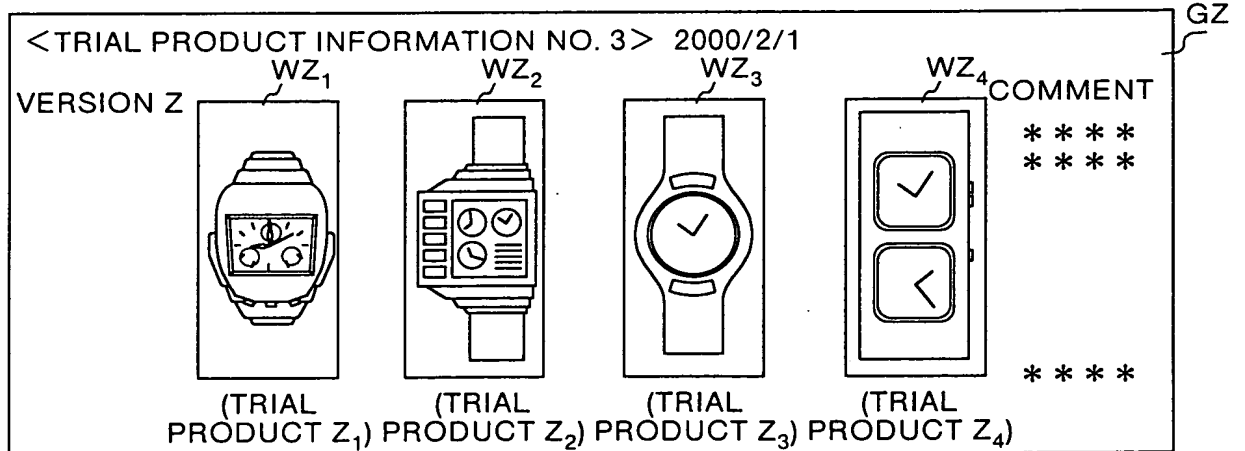


FIG.14

G<sub>1</sub>

<ELECTRONIC BULLETIN BOARD>

● TITLE:

● CATEGORY:  ▾

● NAME:

● SEX: ☐ MALE ☐ FEMALE

● AGE:

● PREFECTURE:  ▾

● TYPE OF BUSINESS:  ▾

● OCCUPATION:  ▾

● E-MAIL:

WRITE YOUR OPINION ABOUT ...

Δ
▽

71  
UPLOAD
72  
DELETE

70

No.555 2000/1/6 21:10:30	ABOUT DESIGN				
	DESIGN IN GENERAL				
	MALE	29	SAITAMA	PHARMACEUTICAL	SALES
THE DESIGN OF THIS WATCH IS ....					

⋮

No.777 2000/1/30 09:12:40	ABOUT PRICE				
	PRICE				
	FEMALE	25	TOKYO	SOFTWARE	ENGINEERING DEVELOPMENT
THE PRICE OF THIS WATCH IS ....					

73

74

$$\underbrace{\quad}_{G_2}$$

INQUIRY INPUT FORM	
● NAME:	<input type="text"/>
● KANA:	<input type="text"/>
● AGE:	<input type="text"/> YEARS
● SEX:	<input type="radio"/> MALE <input type="radio"/> FEMALE
● OCCUPATION:	<input type="text" value="SELECT OCCUPATION"/> ▼
● POSTAL CODE:	<input type="text"/>
● PREFECTURE:	<input type="text" value="SELECT PREFECTURE"/> ▼
● ADDRESS:	<input type="text"/>
● TELEPHONE NO. (INCL. CELL-PHONE):	<input type="text"/>
● E-MAIL :	<input type="text"/>
1. INTERESTED IN ANY PRODUCT?	
<input type="radio"/> XXXX	<input type="radio"/> XXXX
<input type="radio"/> XXXX	<input type="radio"/> XXXX
<input type="radio"/> NONE	
2. YOU LIKE WHICH POINT ? (PLURALITY OF ANSWERS ACCEPTED):	
<input type="checkbox"/> DESIGN OF DIAL PLATE	<input type="checkbox"/> DESIGN OF FRAME
<input type="checkbox"/> PRODUCT NAME	<input type="checkbox"/> MIRROR FINISH
<input type="checkbox"/> WINDING CROWN	<input type="checkbox"/> PROJECT ITSELF
<input type="checkbox"/> DESIGN OF WATCHBAND	<input type="checkbox"/> PRICE
<input type="checkbox"/> SENSE OF MATERIAL	<input type="checkbox"/> BACK CASE MARKING
<input type="checkbox"/> COLOR OF DIAL PLATE	<input type="checkbox"/> FUNCTION
<input type="checkbox"/> SIZE	
<input type="checkbox"/> OTHER	<input type="text"/>
COMMENT ON PARTICULAR POINT YOU LIKE (WITHIN 300 WORDS)	
<input type="text"/>	

## FIG.16

<(INQUIRY INPUT FORM CONTINUED)>

3. YOU DON'T LIKE WHICH POINT? (PLURALITY OF ANSWERS ACCEPTED)

☐ DESIGN OF DIAL PLATE    ☐ DESIGN OF FRAME    ☐ DESIGN OF WATCHBAND    ☐ SENSE OF MATERIAL    ☐ COLOR OF DIAL PLATE  
☐ PRODUCT NAME    ☐ PRICE    ☐ FUNCTION    ☐ SIZE    ☐ WINDING CROWN

☐ OTHER

COMMENT ON PARTICULAR POINT YOU DON'T LIKE  
(WITHIN 300 WORDS)

4. YOU FEEL WHAT IMAGE ABOUT THE PRODUCT?  
(PLURALITY OF ANSWERS ACCEPTED)

☐ SIMPLE    ☐ MESSY    ☐ BRAND-NEW    ☐ PLAIN    ☐ URBAN  
☐ CONSERVATIVE    ☐ STRANGE    ☐ GENERAL    ☐ SPORTY    ☐ FORMAL  
☐ NOT SEEN BEFORE    ☐ SEEN BEFORE    ☐ FASHIONABLE    ☐ ORDINARY    ☐ ACTIVE  
☐ PASSIVE    ☐ GROOVY    ☐ CYBERESQUE

☐ OTHER

5. YOU LIKE TO WEAR ON WHICH OCCASION? (PLURALITY OF ANSWERS ACCEPTED)

☐ BUSINESS    ☐ DATING    ☐ HOLIDAY    ☐ FORMAL  
 (WEDDING CEREMONY, PARTY)

☐ OTHER

⋮

THANK YOU FOR COOPERATION.  
 IF OK, PRESS SEND BUTTON.  
 IF DOING AGAIN, PRESS CLEAR BUTTON.

SEND

CLEAR

75

76

G<sub>2</sub>

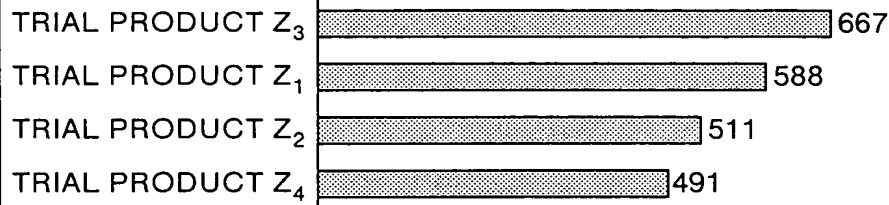
0012280" 2224960



FIG.17

G<sub>3</sub>

## &lt;POPULARITY RANKING OF TRIAL PRODUCT VERSION Z&gt;



\* NUMERAL SHOWS NUMBER OF  
VOTES OBTAINED.

**RANK 1**  
(667 VOTES)

TRIAL PRODUCT Z<sub>3</sub>

COMMENT

\*\*\*\*\*

WZ<sub>3</sub>

**RANK 2**  
(588 VOTES)

TRIAL PRODUCT Z<sub>1</sub>

COMMENT

+++++

WZ<sub>1</sub>

**RANK 3**  
(511 VOTES)

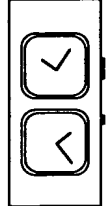
TRIAL PRODUCT Z<sub>2</sub>

COMMENT

XXXXXXX

WZ<sub>2</sub>

**RANK 4**  
(491 VOTES)

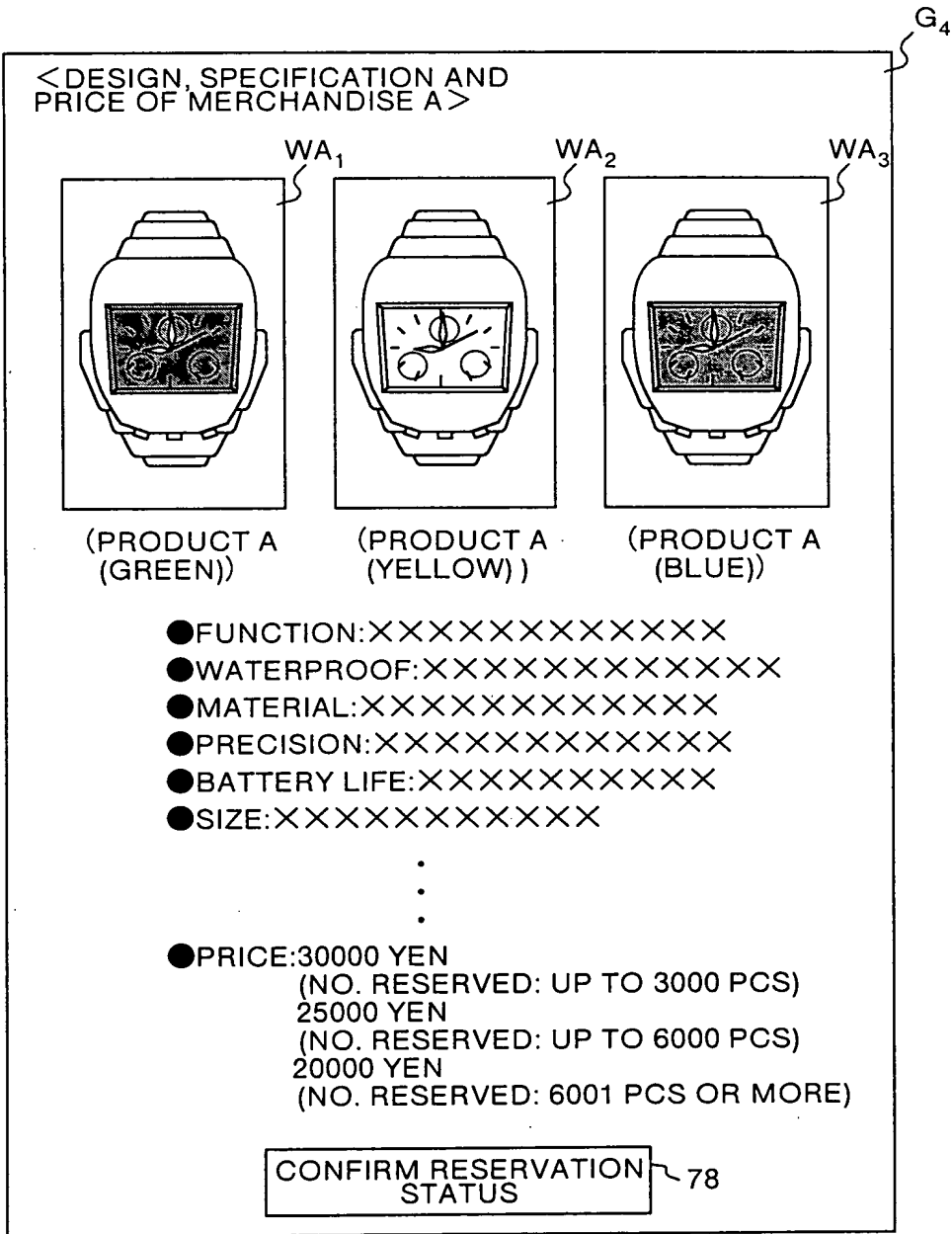
TRIAL PRODUCT Z<sub>4</sub>

COMMENT

#####

WZ<sub>4</sub>

FIG.18



09642227 082100

FIG.19

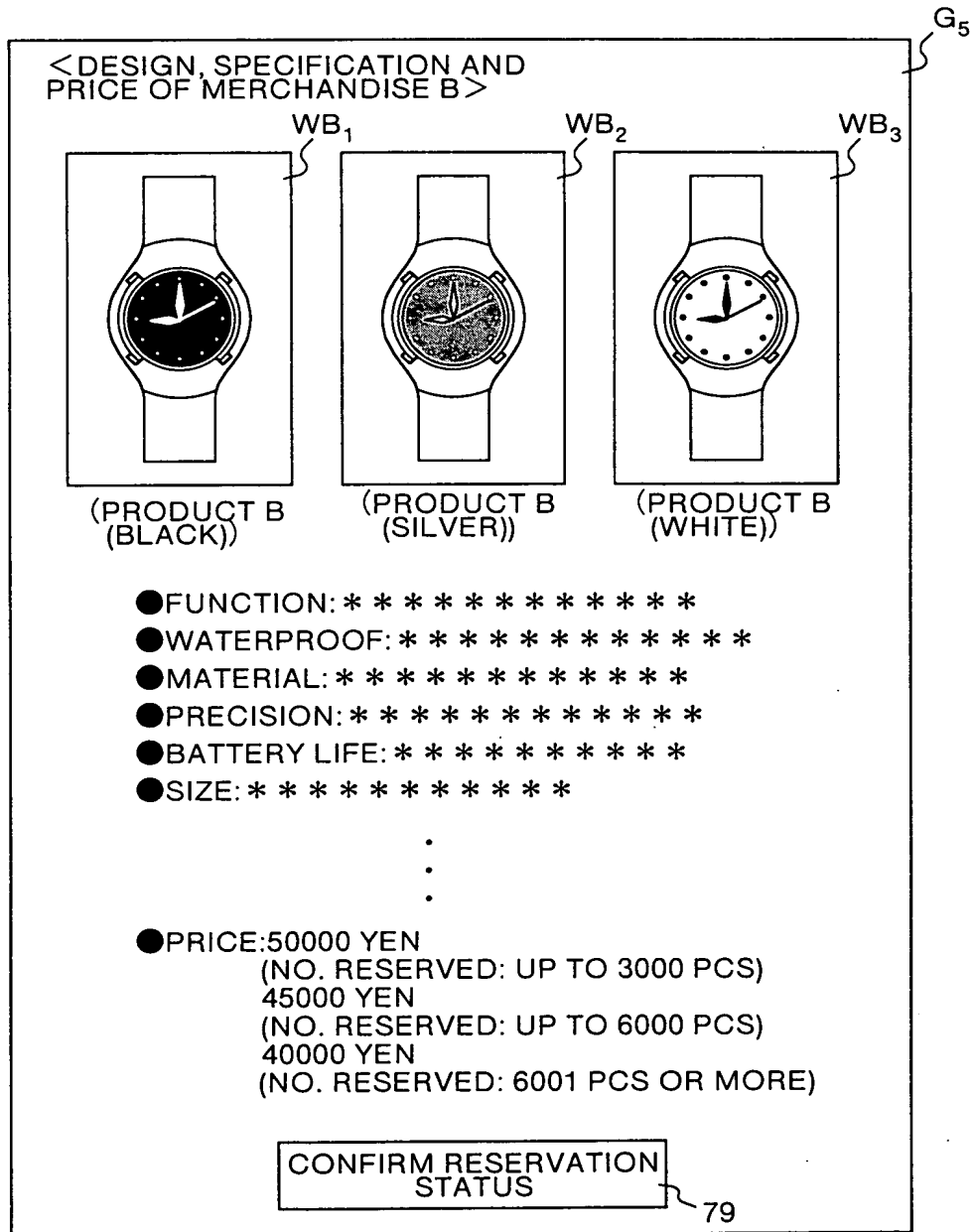


FIG.20

G<sub>6</sub>

<RESERVATION STATUS>

NO. RESERVED  
AT THE PRESENT: AS OF 23:00,FEBRUARY 29

MERCHANDISE A	9	8	PCS
MERCHANDISE B	2	6	PCS

80

RESERVATION OVER THE INTERNET  
WILL BE CLOSED ON APRIL 23.  
YOU CAN RESERVE IN THE FORM OF  
THIS HOME PAGE.

RESERVE

 81

G<sub>7</sub>

86

87

FIG.22

G<sub>8</sub>

<CATALOG REQUEST FORM>

---

● NAME:   
 ● KANA:   
 ● AGE:   
 ● SEX: ☐ MALE ☐ FEMALE  
 ● OCCUPATION:  ▾  
 ● POSTAL CODE:   
 ● PREFECTURE:  ▾  
 ● ADDRESS:   
 ● TELEPHONE NO. (INCL. CELL-PHONE):   
 ● E-MAIL:

⋮

---

MERCHANDISE CATALOG WILL BE SENT TO YOU  
AFTER CONFIRMING YOUR MAIL.

IF OK, PRESS SEND BUTTON.  
IF DOING AGAIN, PRESS CLEAR BUTTON.

<sup>88</sup>
 <sup>89</sup>

FIG.23

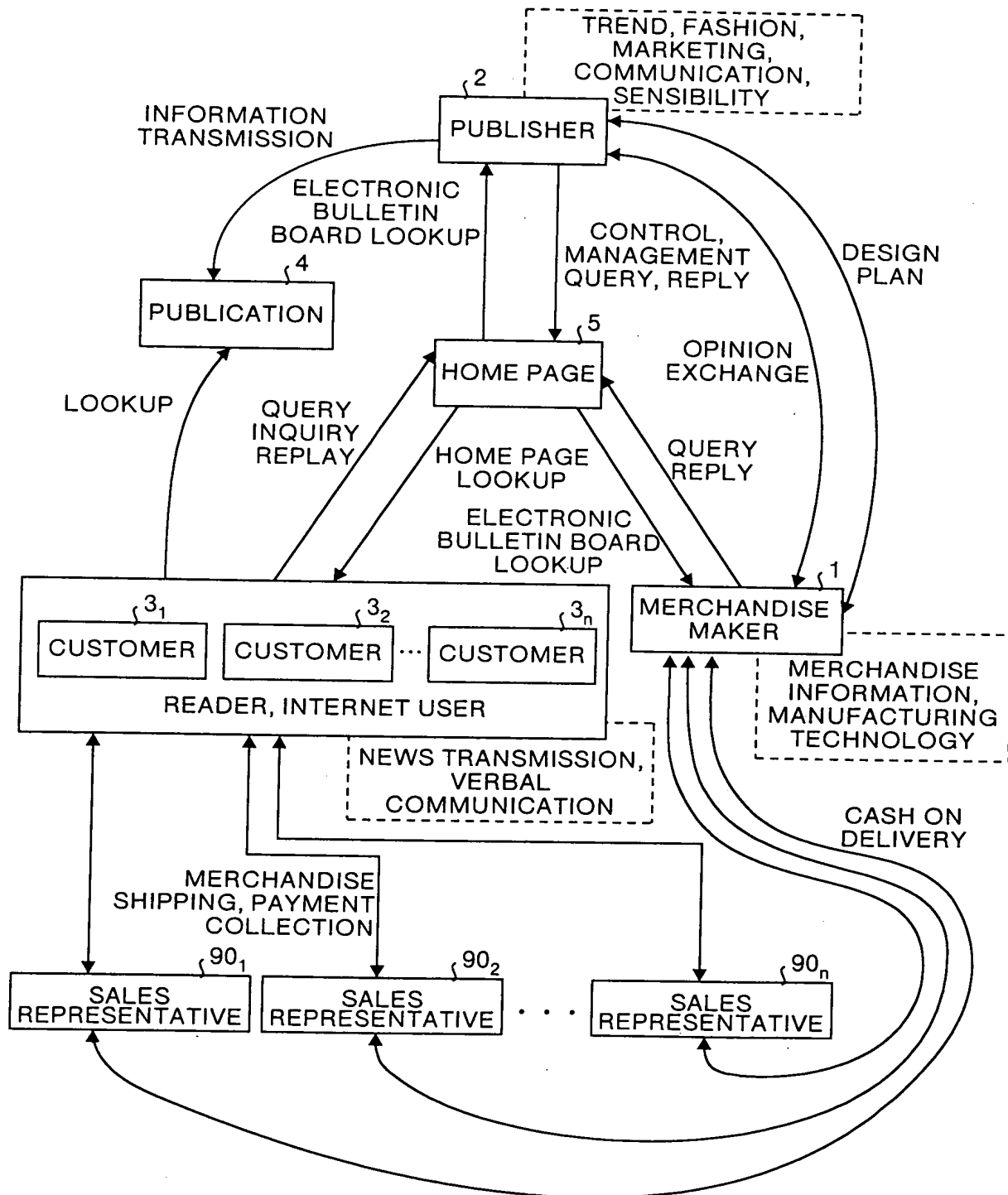


FIG.24

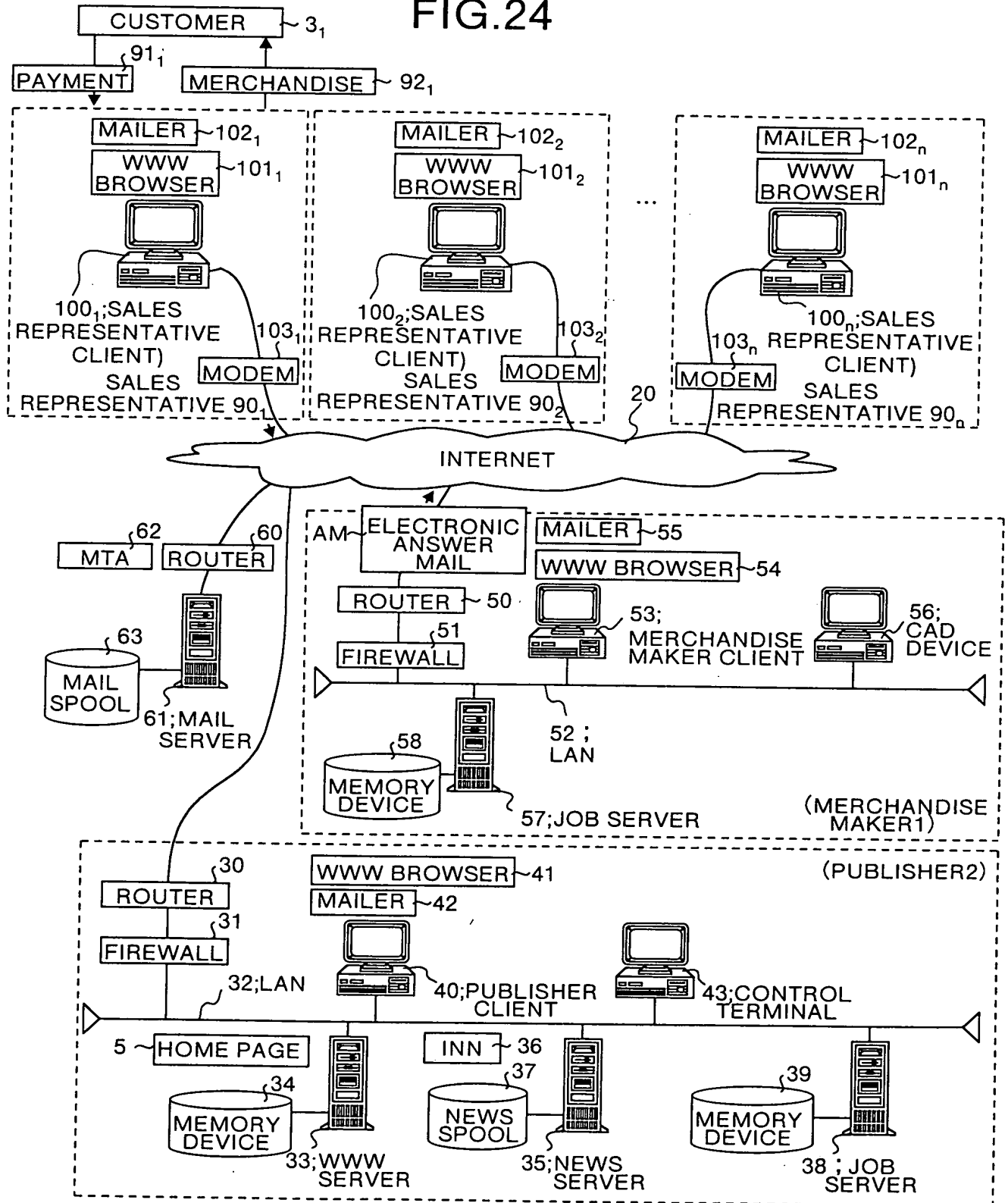




FIG.25

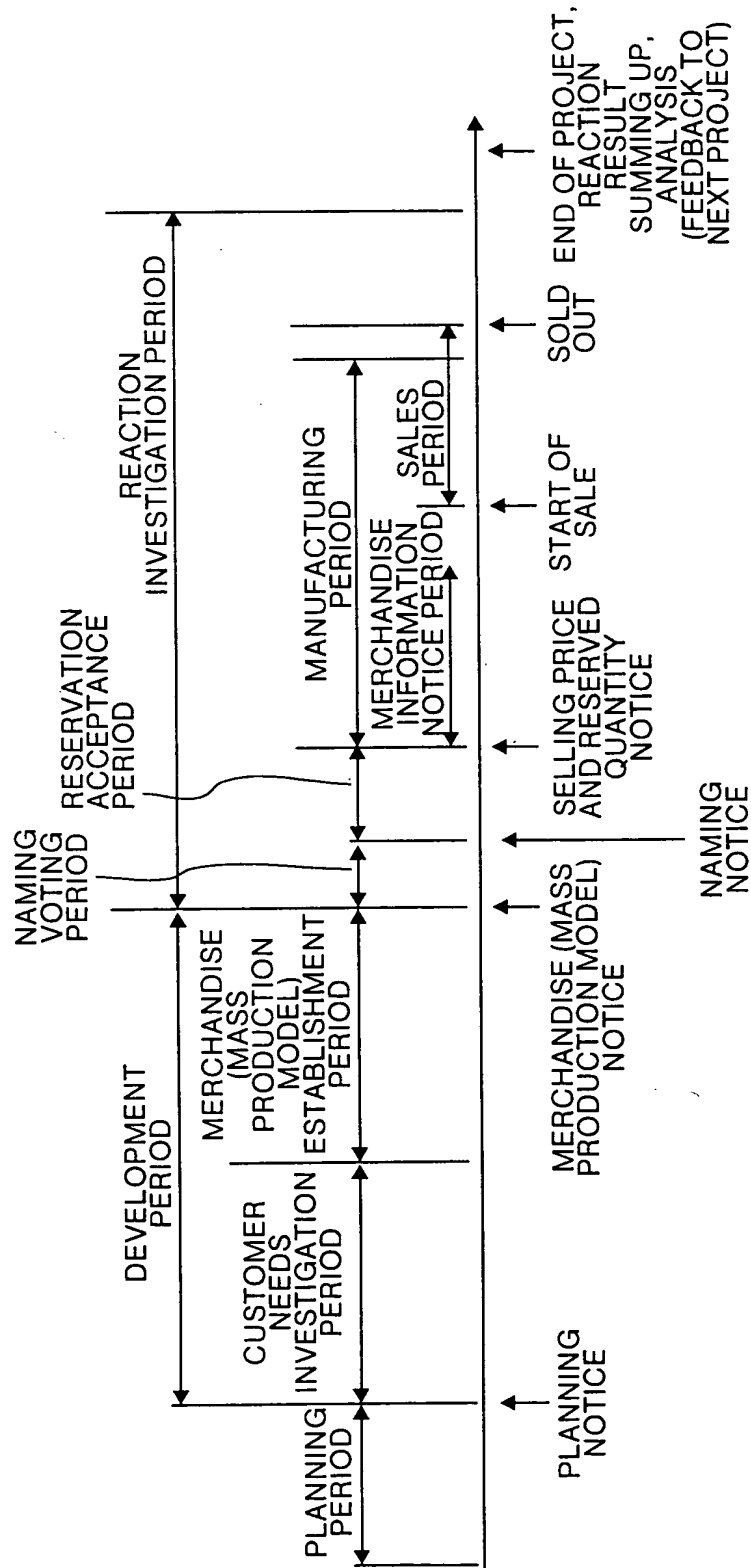


FIG.26

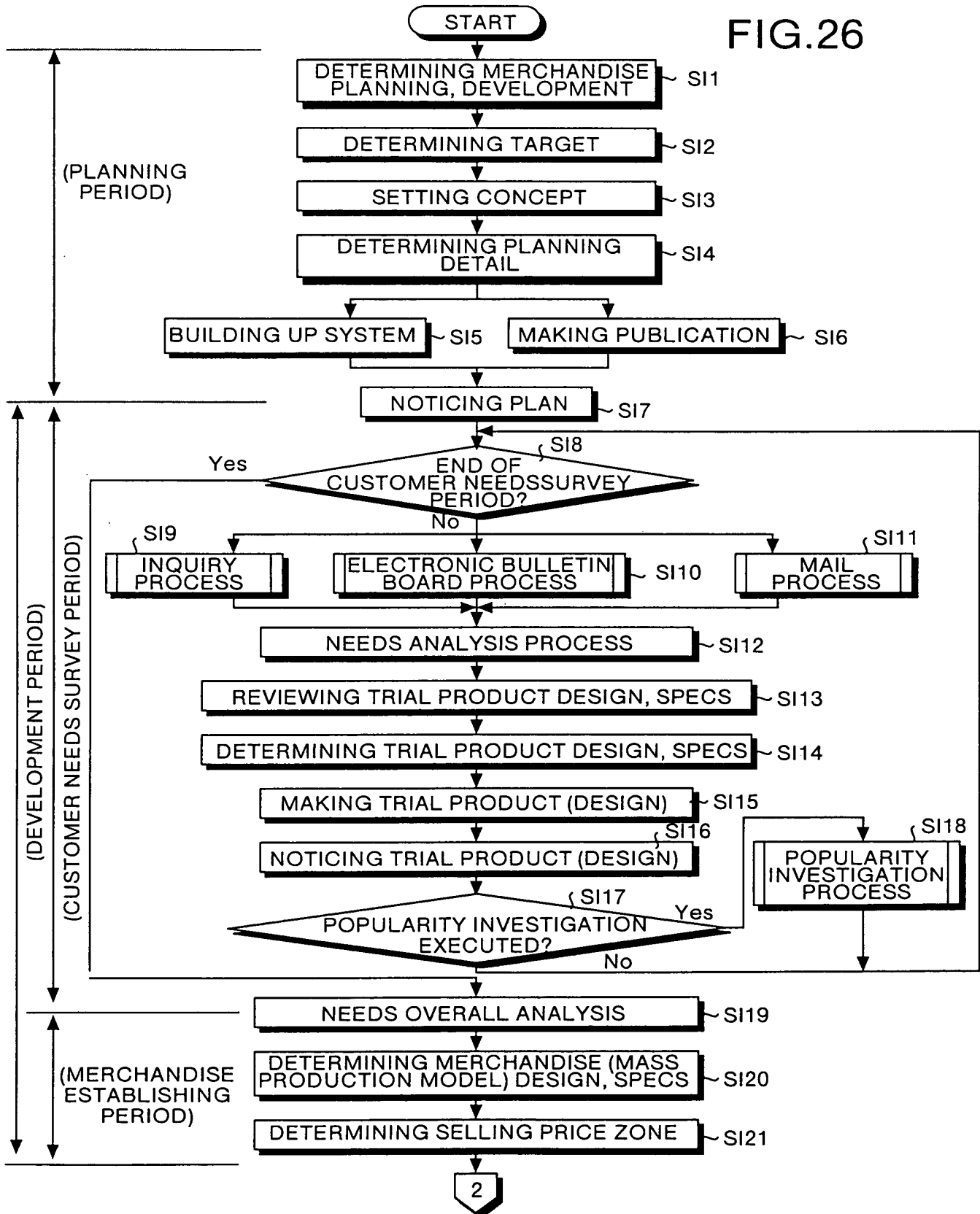
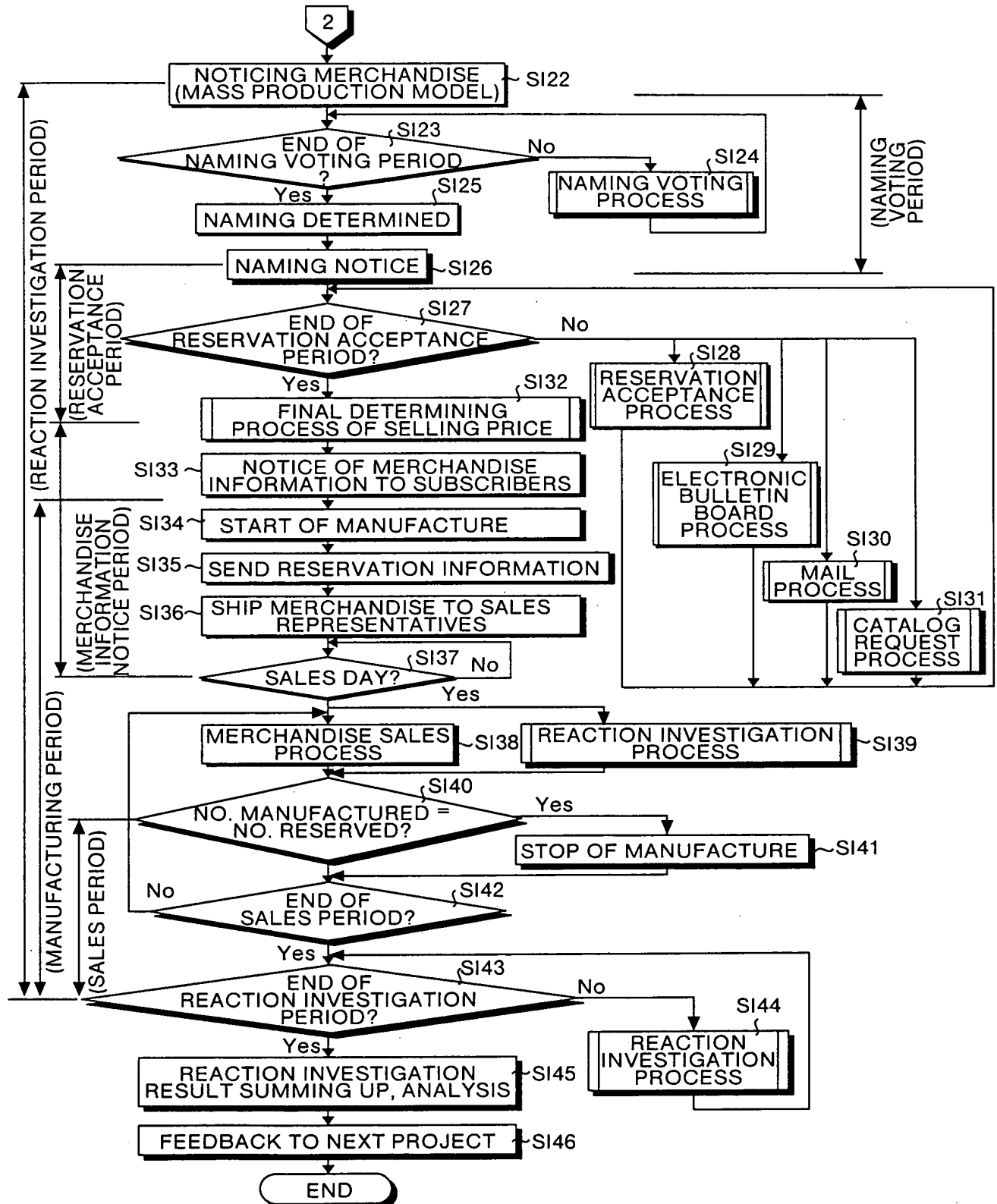
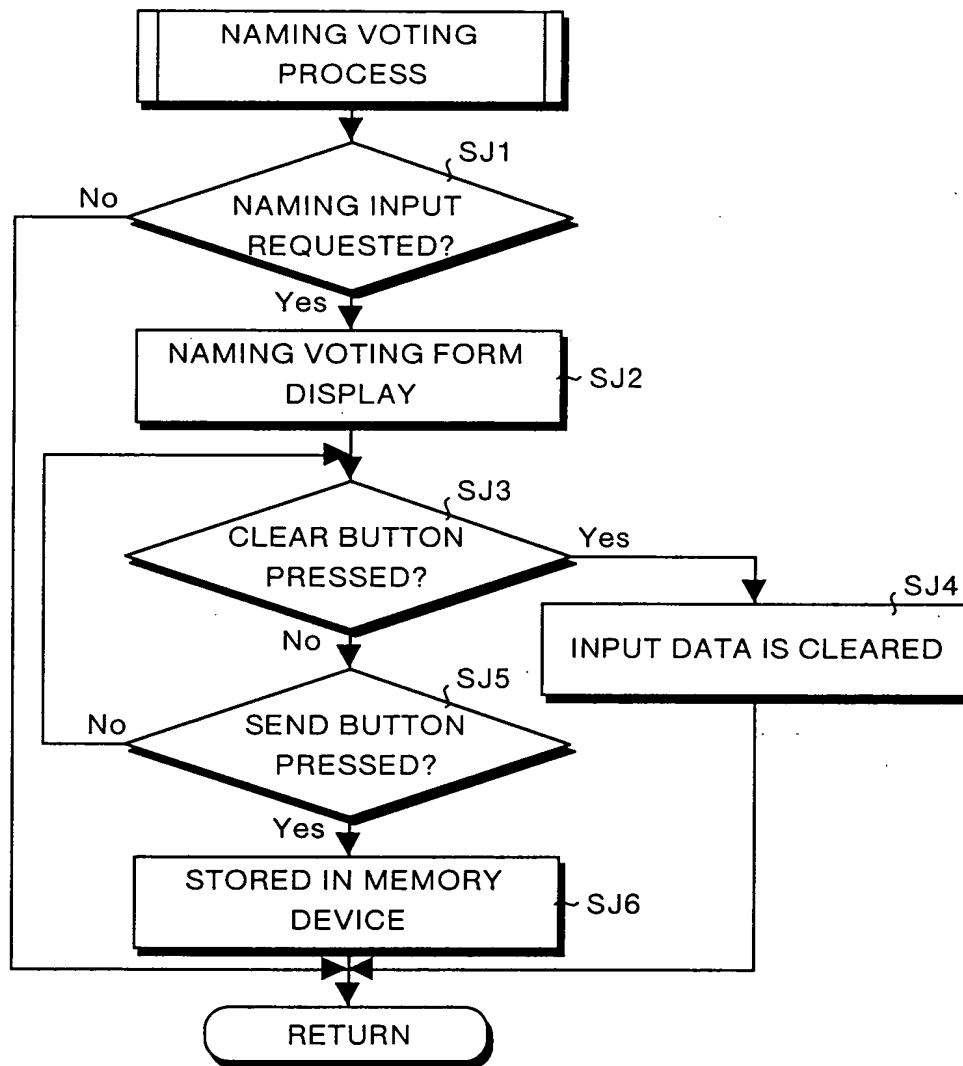


FIG.27



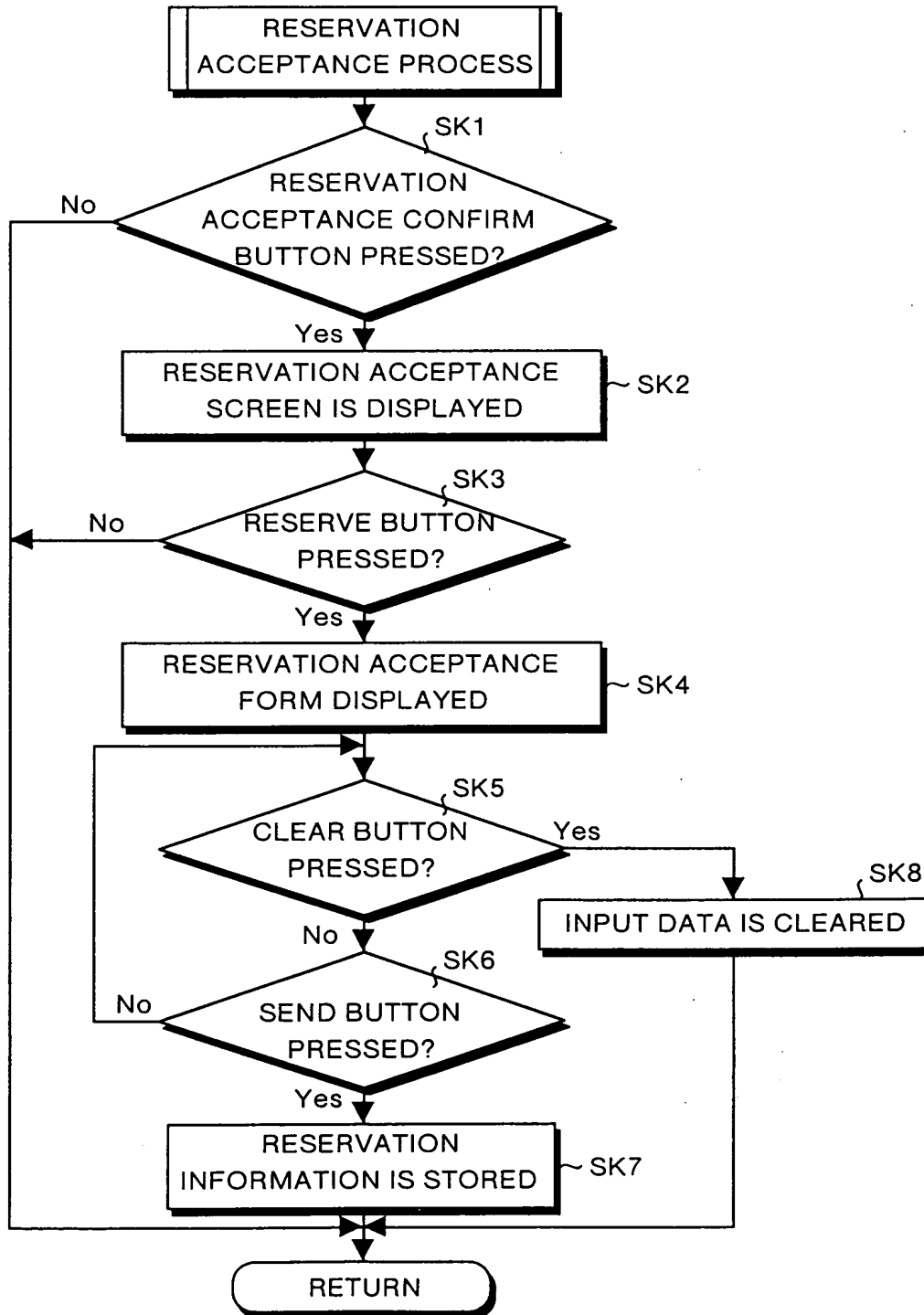
001280" 2224950

FIG.28



0964227.082100

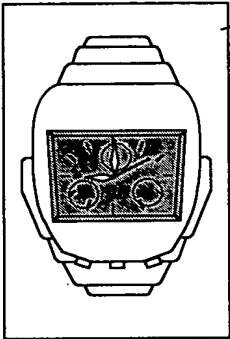
FIG.29



09642227 082100

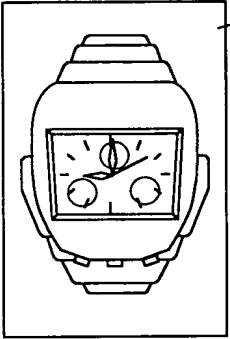
FIG.30

< DESIGN, SPECIFICATION AND PRICE OF MERCHANDISE A >



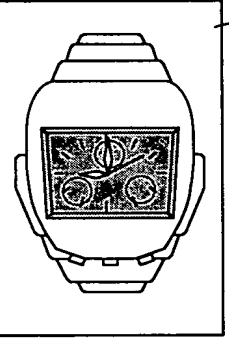
WA<sub>1</sub>

(PRODUCT A  
(GREEN))



WA<sub>2</sub>

(PRODUCT A  
(YELLOW))



WA<sub>3</sub>

(PRODUCT A  
(BLUE))

●FUNCTION:XXXXXXXXXXXXX  
 ●WATERPROOF:XXXXXXXXXXXXX  
 ●MATERIAL:XXXXXXXXXXXXX  
 ●PRECISION:XXXXXXXXXXXXX  
 ●BATTERY LIFE:XXXXXXXXXXXXX  
 ●SIZE:XXXXXXXXXXXXX  
 .  
 .  
 .

●PRICE:30000 YEN  
       (NO. RESERVED: UP TO 3000 PCS)  
       25000 YEN  
       (NO. RESERVED: UP TO 6000 PCS)  
       20000 YEN  
       (NO. RESERVED: 6001 PCS OR MORE)

78  
 CONFIRM RESERVATION  
STATUS

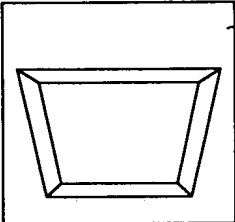
110  
 CUSTOMIZE

FIG.31

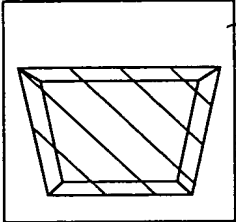
G<sub>10</sub>

<CUSTOMIZING PARTS OF MERCHANDISE A>

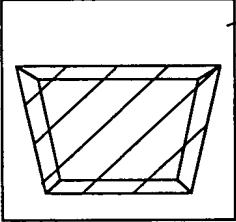
<WATCH CRYSTAL: 3 TYPES>



(WATCH CRYSTAL AF<sub>1</sub>)



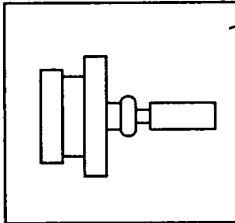
(WATCH CRYSTAL AF<sub>2</sub>)



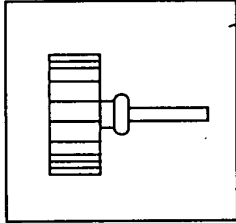
(WATCH CRYSTAL AF<sub>3</sub>)

GAR<sub>1</sub>      GAR<sub>2</sub>      GAR<sub>3</sub>

<WINDING CROWN: 2 TYPES>



(WINDING CROWN AR<sub>1</sub>)



(WINDING CROWN AR<sub>2</sub>)

GAR<sub>1</sub>      GAR<sub>2</sub>

SELECT YOUR CHOICE FOR CUSTOMIZING.

◆WATCH CRYSTAL

◆WINDING CROWN

◆DIAL PLATE COLOR

☒ AF<sub>1</sub> ☐ AF<sub>2</sub> ☐ AF<sub>3</sub>

☒ AR<sub>1</sub> ☐ AR<sub>2</sub>

☒ GREEN ☐ YELLOW ☐ BLUE

111

110

DISPLAY  
CUSTOMIZED IMAGE

FIG.32

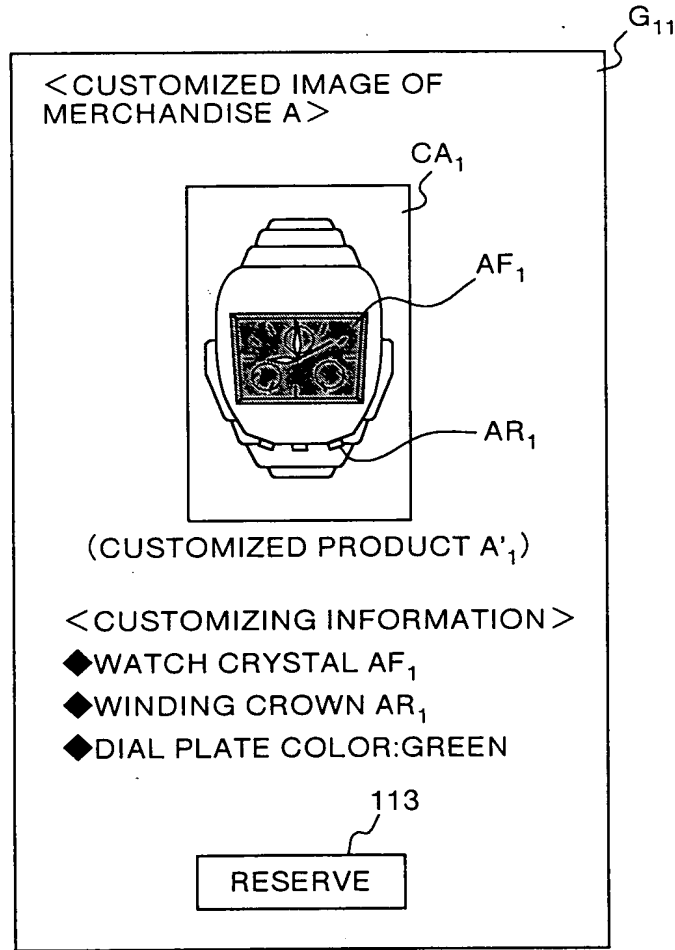
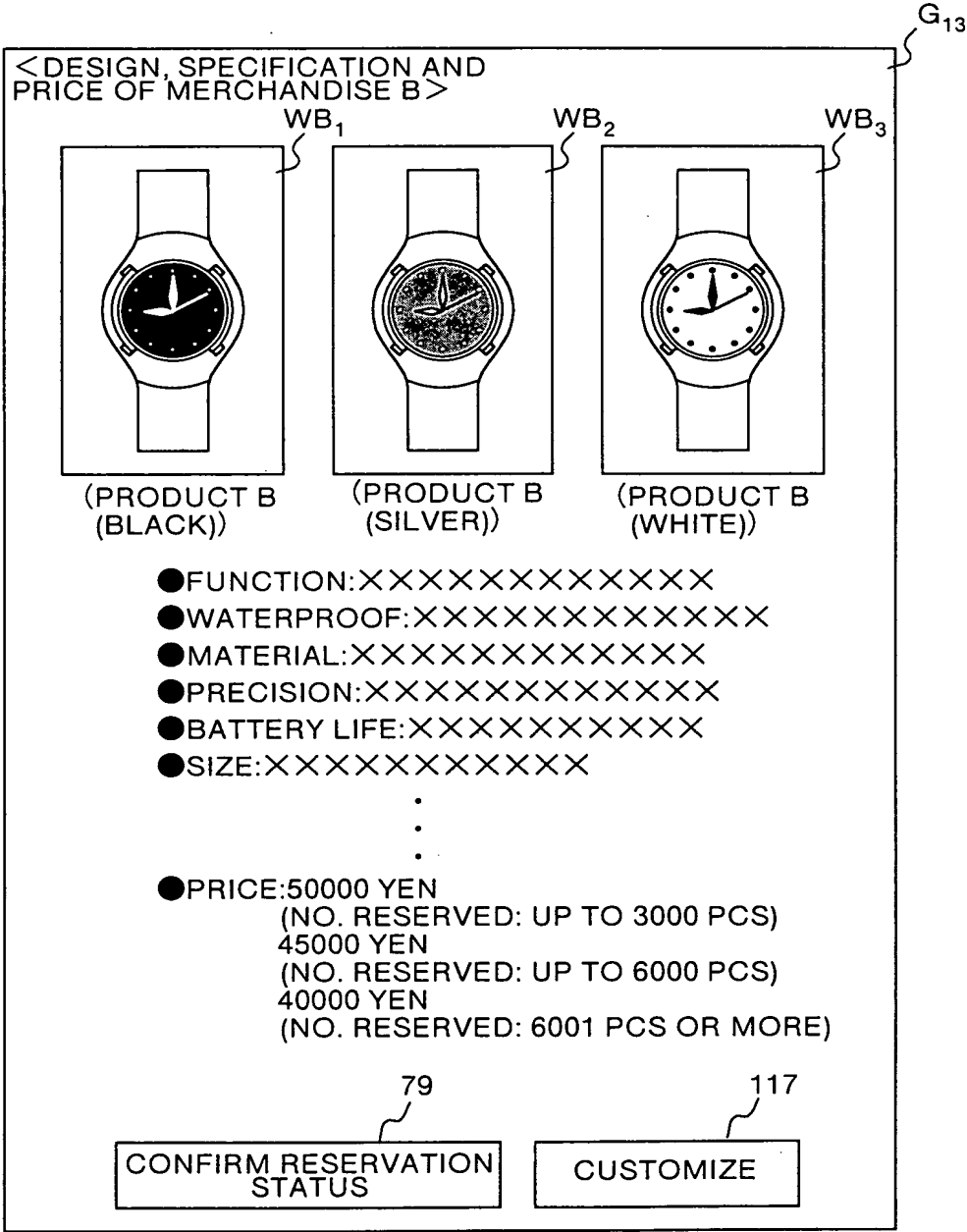






FIG.34



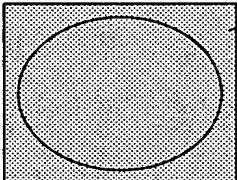
001280" 2224960

FIG.35

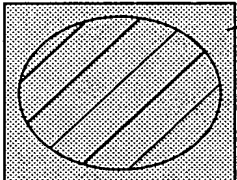
G<sub>14</sub>

<CUSTOMIZING PARTS OF MERCHANDISE B>

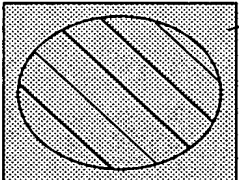
<WATCH CRYSTAL:3 TYPES>



(WATCH CRYSTAL BF<sub>1</sub>)



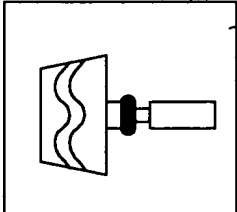
(WATCH CRYSTAL BF<sub>2</sub>)



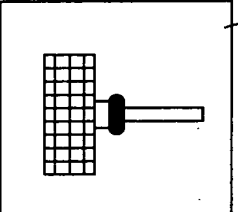
(WATCH CRYSTAL BF<sub>3</sub>)

GBF<sub>1</sub>      GBF<sub>2</sub>      GBF<sub>3</sub>

<WINDING CROWN:2 TYPES>



(WINDING CROWN BR<sub>1</sub>)



(WINDING CROWN BR<sub>2</sub>)

GBR<sub>1</sub>      GBR<sub>2</sub>

SELECT YOUR CHOICE FOR CUSTOMIZING.

◆WATCH CRYSTAL      ☒BF<sub>1</sub> ☐BF<sub>2</sub> ☐BF<sub>3</sub> ← 118

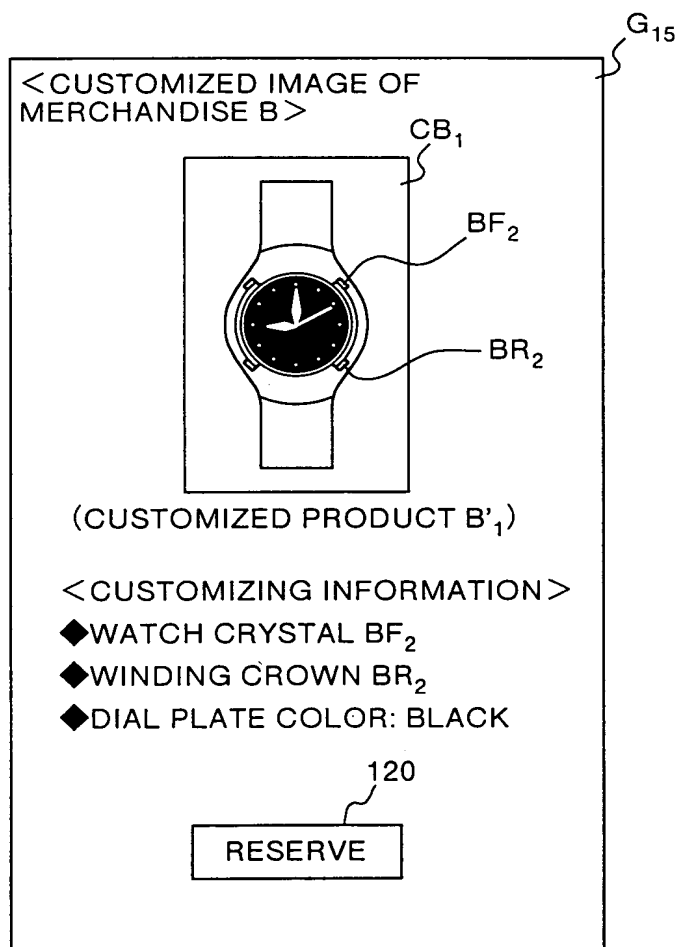
◆WINDING CROWN      ☒BR<sub>1</sub> ☐BR<sub>2</sub>

◆DIAL PLATE COLOR      ☒BLACK ☐SILVER ☐WHITE

119

DISPLAY CUSTOMIZED IMAGE

FIG.36



# NAMING VOTING FORM

● NAME:

● KANA:

● AGE:  YEARS

● SEX: ☐ MALE ☐ FEMALE

● OCCUPATION:  ▼

● POSTAL CODE:

● PREFECTURE:  ▼

● ADDRESS:

● TELEPHONE NO.  
(INCL. CELL-PHONE):

● E-MAIL:

● NAMING FOR  
MERCHANDISE A  121

● NAMING FOR  
MERCHANDISE B  122

IF OK, PRESS SEND BUTTON.  
IF DOING AGAIN, PRESS CLEAR BUTTON.

SEND

CLEAR

123

124

# Deleuze

FIG.38

G<sub>17</sub>

NOTICE OF CONFIRMING  
NAMING

THE NAMING HAS BEEN CONFIRMED AS  
FOLLOWS AMONG MANY VOTED NAMES.

MERCHANDISE A: X X X X X X  
NAMED BY: M. , 26, OFFICE WORKER, TOKYO

MERCHANDISE B: Y Y Y Y Y Y  
NAMED BY: M. , 35, PROPRIETOR, OKINAWA

09642227 082100

FIG.39

G<sub>18</sub>

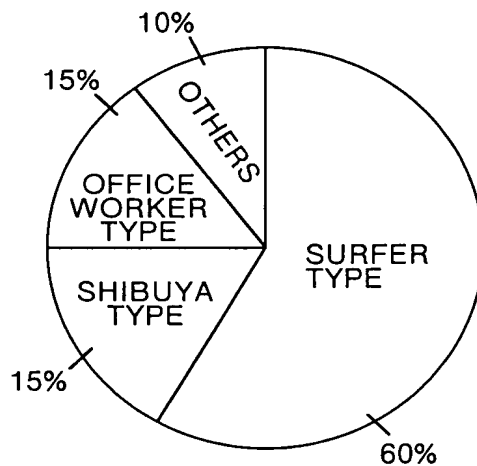
## &lt;RESERVATION STATUS&gt;

NO. RESERVED  
AT THE PRESENT: AS OF 23:00, FEBRUARY 29

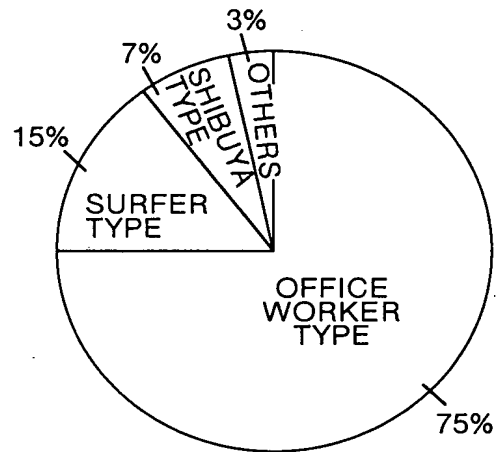
MERCHANDISE A	9	8	PCS	
MERCHANDISE B	2	6	4	PCS

~ 80

~80



(PROFILE OF SUBSCRIBERS OF  
MERCHANDISE A)



(PROFILE OF SUBSCRIBERS OF  
MERCHANDISE B)

RESERVATION OVER THE INTERNET  
WILL BE CLOSED ON APRIL 23.

YOU CAN RESERVE IN THE FORM OF  
THIS HOME PAGE.

RESERVE ~126

001280" 2224960

**FIG. 40**

[illegible]



FIG.41A

H<sub>1</sub>

CUSTOMERS	1-3000	3001-6000	6001-
PRICE	20000 YEN	25000 YEN	30000 YEN

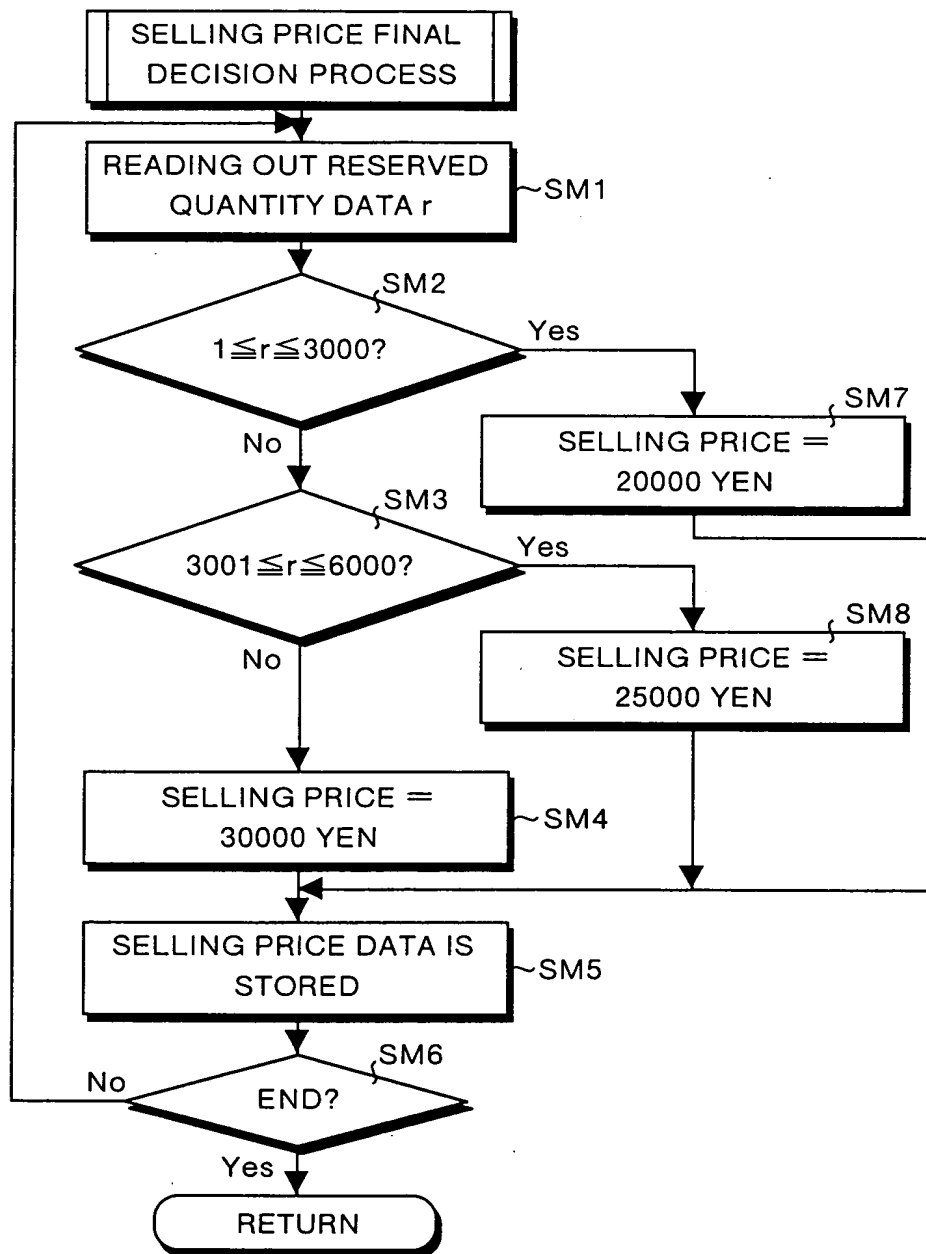
FIG.41B

H<sub>2</sub>

PERIOD	3/1-3/31	4/1-4/30	5/1-
PRICE	20000 YEN	25000 YEN	30000 YEN

001280/2224960

FIG.42



001280" 2224960



FIG.44A

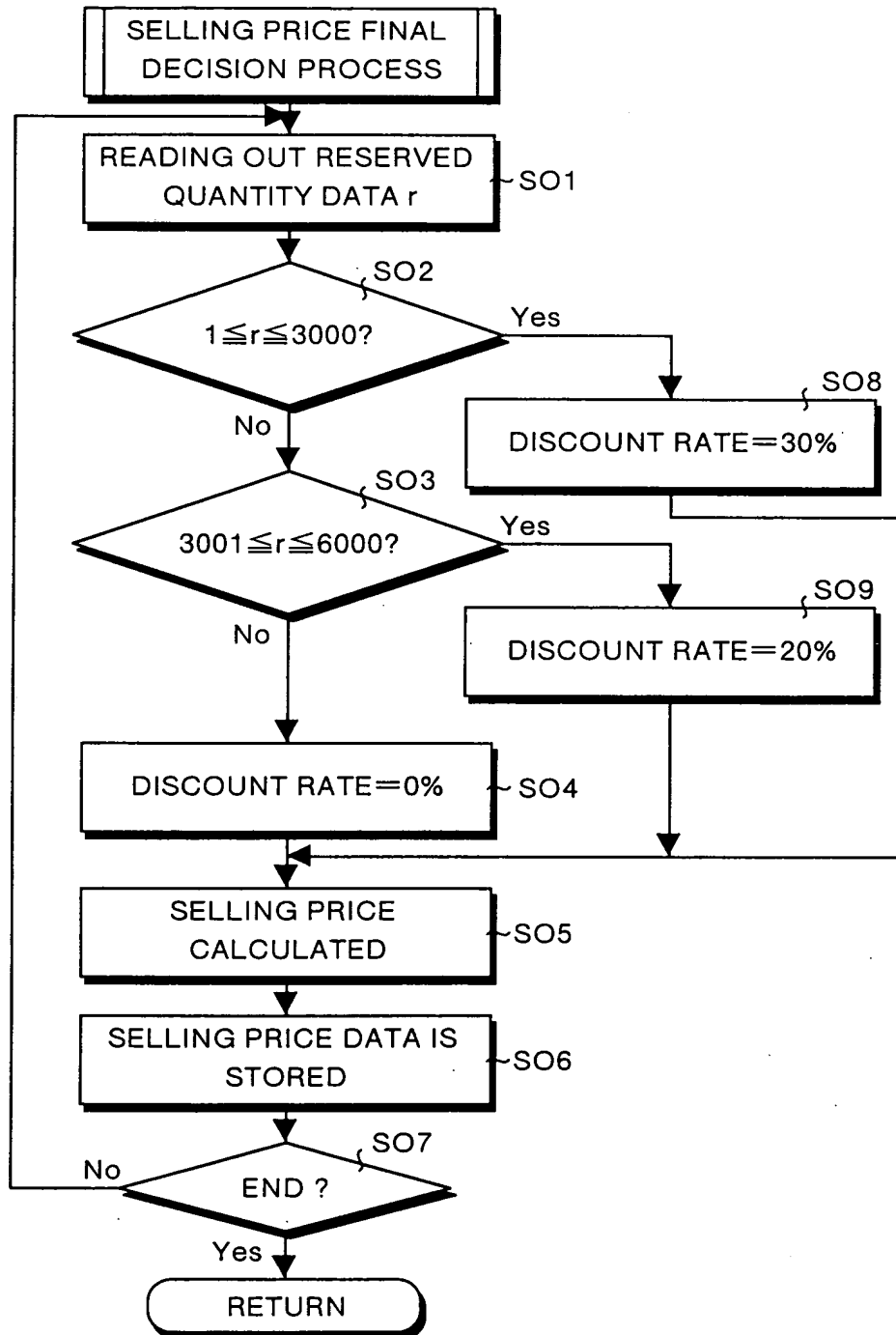
CUSTOMERS	1-3000	3001-6000	6001- <sup>H<sub>3</sub></sup>
DISCOUNT RATE	30%	20%	0%

FIG.44B

RESERVATION SOLD-OUT TIME	LESS THAN 5 MIN	5 TO LESS THAN 10 MIN	10 MIN OR MORE <sup>H<sub>4</sub></sup>
PRICE	20000 YEN	25000 YEN	30000 YEN

001230" 2224560

FIG.45



001220" 2224960

```

graph TD
    Start([START]) --> SP1[READING OUT  
RESERVATION SOLD-OUT  
TIME TR]
    SP1 --> SP2{TR < 5 MIN?}
    SP2 -- Yes --> SP5[SELLING PRICE =  
20000 YEN]
    SP2 -- No --> SP3{5MIN ≤ TR < 10MIN?}
    SP3 -- Yes --> SP6[SELLING PRICE =  
25000 YEN]
    SP3 -- No --> SP4[SELLING PRICE =  
30000 YEN]
    SP5 --> SP6
    SP6 --> SP4
    SP4 --> RETURN([RETURN])
  
```

FIG.47

G<sub>19</sub>

## &lt;AUCTION BIDDING FORM&gt;

● NAME:	<input type="text"/>
● KANA:	<input type="text"/>
● AGE:	<input type="text"/> YEARS
● SEX:	<input type="radio"/> MALE <input type="radio"/> FEMALE
● OCCUPATION:	<input type="text" value="SELECT OCCUPATION"/> ▼
● POSTAL CODE:	<input type="text"/>
● PREFECTURE:	<input type="text" value="SELECT PREFECTURE"/> ▼
● ADDRESS:	<input type="text"/>
● TELEPHONE NO. (INCL. CELL-PHONE):	<input type="text"/>
● E-MAIL:	<input type="text"/>

## ◆TENDER IN 1000 YEN UNITS

BIDDING AMOUNT FOR MERCHANDISE A	<input type="text" value="13000"/> YEN	127
BIDDING AMOUNT FOR MERCHANDISE B	<input type="text" value="37000"/> YEN	128

TENDER

129

CLEAR

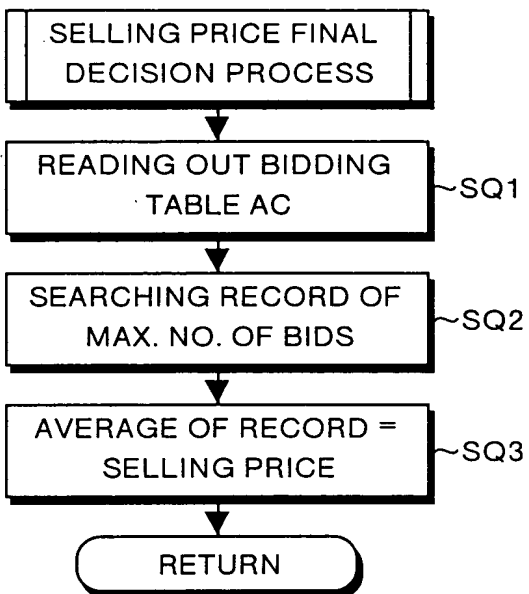
130

AC

BIDDING AMOUNT	NO. OF BIDS FOR MERCHANDISE A	AVERAGE AMOUNT	NO. OF BIDS FOR MERCHANDISE B	AVERAGE AMOUNT
1000～5000 YEN	4	4300	10	3600
6000～10000 YEN	51	7500	25	8300
11000～15000 YEN	185	12200	462	14500
16000～20000 YEN	317	18000	101	17000



FIG.49



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FIG.50

